

FORTUNE 500 List Release Messages

Below are some sample messages to incorporate into your outreach and communications materials.

Best Workplaces for CommutersSM “in a nutshell”:

Best Workplaces for CommutersSM is a voluntary program established by the U.S. Environmental Protection Agency (EPA) to recognize employers who offer superior commuter benefits. Like other “best of” lists, EPA distinguishes these employer by including them on annual lists of the Best Workplaces for CommutersSM, including one of FORTUNE 500 Companies, which are shared with the media.

Sample message to explain your involvement in the list release:

Join us in helping reduce air pollution and road congestion while saving energy and improving the quality of life in our community. We are supporting EPA’s annual list release to showcase Best Workplaces for CommutersSM from the FORTUNE 500 Companies. These employers are reducing their impact on the environment and saving energy by offering outstanding commuter benefits.

Why FORTUNE 500 companies should participate in this list release:

Becoming a Best Workplaces for CommutersSM :

- Distinguishes your company from the competition.
 - Only FORTUNE 500 companies that offer outstanding commuter benefits that meet EPA’s National Standard of Excellence qualify to get on this list. Those that offered outstanding benefits to the highest percent of their U.S. workforce are further distinguished by being listed in a top 20 ranked list.
- Makes good business sense.
 - Offering outstanding commuter benefits can save you money by reducing demand for parking spaces. Commuter benefits programs can help meet government trip reduction goals, if applicable.
 - Outstanding benefits cost less to offer than equivalent cash raises.
- Helps keep employees happy and healthy.
 - Commuter benefits help employees save on commuting expenses, such as gas and car maintenance.
 - Commuter benefits are highly valued by employees, who otherwise spend time in traffic and often seek an improved work-life balance. With more satisfied employees, you have an advantage in recruiting and retaining the best employees.
- Demonstrates your environmental leadership.
 - Many FORTUNE 500 companies have work sites with large workforces whose commuting patterns affect community roads and air quality. Best Workplaces for CommutersSM underscores your commitment to improving the local community’s quality of life because offering outstanding commuter benefits reduces your company’s impact on local traffic congestion and air quality.



- Provides an excellent (and free) public relations boost.
 - Employers on the list have leveraged the Best Workplaces for CommutersSM brand to tell their story to local, regional, and national media and trade press.
 - In 2005, the Top 20 companies appeared in full-page PSAs in *Time*, *Inc.*, and *Fast Company* magazines in addition to hundreds of stories in print, radio, and online media outlets across the country. This is recognition that your company's leadership will appreciate!

Call to Action

- Visit <www.bwc.gov> and click on "Do We Qualify?" to get on the 2006 list.



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